

Duration: 2 1/2 Hrs

Marks:- 75

Note:- 1) All questions are compulsory.

2) Figures to the right indicate maximum marks.

Q.1A) Multiple Choice Questions (Any 8)

(8m)

- 1) The word Ethics is derived from the greek word _____ which means custom, usage or habit. (R) (Co1)
 - a) Ethos
 - b) Ehopia
 - c) Ethics
 - d) Ethonia
- 2) _____ is the philosophical study of moral values and rules (R) (Co1)
 - a) Morality
 - b) Ethics
 - c) Law
 - d) All of above
- 3) _____ is a form of advertising which is used to promote banned products like cigarettes and alcohol in the disguise of another product (U) (Co2)
 - a) Comparative advertising
 - b) Surrogate advertising
 - c) Misleading advertising
 - d) Deceptive advertising
- 4) Good corporate governance recognizes the diverse interest of (U) (Co4)
 - a) Shareholders
 - b) Lenders
 - c) Government
 - d) All of the above
- 5) _____ is a way of integrating the social economics and environmental imperatives of business activities.
 - a) Corporate Governance
 - b) CSR
 - c) Corporate Strategy
 - d) Corporate Plan
- 6) A document prepared to guide organization members when encountering ethical dilemmas is _____
 - a) code of ethics
 - b) code of conduct
 - c) both A & B
 - d) none of above (R) (CO1)
- 7) The word 'moral ' is derived from the Latin word _____ (R) (Co1)
 - a) Moralis
 - b) Morilitic
 - c) Monatic
 - d) None of these
- 8) _____ is defined as advert sting or promotional material that makes broad exaggerated or boastful statements about that makes board exaggerated or boastful statements about a product or service (u) (Co2)
 - a) Comparative advertising
 - b) surrogate advertising
 - c) Misleading advertising
 - d) puffery adverting
- 9) _____ refers to not mentioning any important facts (of which be its aware) in the financial statements (Co2,U)
 - a) Omission
 - b) Falsification
 - c) Misapplications
 - d) Suppression
- 10) The word 'govermana' comes from the _____ root ' gubernare to steer (R) (Co4)
 - a) Latin
 - b) Italian
 - c) Indian
 - d) American

Q1B) State true or false (Any 7)

(7m)

- 1) Ethics is guided by moral principles (R) (Co1)
- 2) Business Ethics refers to the application of everyday moral or ethical norms to business (U) (Co1)
- 3) Ethics and business can't go together (U) (Co1)
- 4) Good ethics are a comer stone of sustainable marketing (U) (Co2)
- 5) A company will be benefited more by treating its customer fairly truthfully and equitably (U) (Co2)
- 6) Ethics training won't help employees (U) (Co2)
- 7) Corporate Governance is an instrument for benefiting all stakeholders of a corporate entity (R) (Co3)
- 8) Corporate Governance is about unethical conduct in business (U) (Co4)
- 9) CSR means company Society Responsibility (R) (Co4)
- 10) CSR discourages government regulations (U) (Co3)

Q2 a) What is ethics? Explain its importance (U) (Co1) (7m)

b) Define Business Ethics. What are advantages of business ethics (U) (Co1) (8m)

OR

Q2 a) What is code of Ethics? Explain major trends in code of Ethics (U) (co1) (7m)

b) Explain 3C's and 3R's of Business Ethics (U) (Co1) (8m)

Q3a) What is marketing ethics? Explain Ethical issues in marketing mix (Ap) (Co2) (15m)

OR

Q3a) Describe unethical marketing practices in India (C02,U) (7m)

Q3b) What do you understand by Ethics in Finance? Explain Reasons for unethical behavior in Finance (U) (Co2) (8m)

Q4a) What is Ethics in HRM? Explain Ethical issued in HRM (U)(Co2) (7m)

Q4b) Explain tools for ethical management (U) (8m)

OR

Q4a) Define CSR. Describe its benefits (U) (Co3) (7m)

Q4b) Explain Reason for increasing focus on Social Responsibilities in India (E) (Co3) (8m)

Q5a) Explain Importance of Corporate Governance (U) (Co4) (7m)

Q5b) Define Ethical Leadership. What are the characteristics of Ethical Leadership? (U) (Co1) (8m)

OR

Q5) Short notes (any 3) (15m)

- 1) Children in advertising (U) (Co2)
- 2) RTI Act 2005 (U) (Co4)
- 3) Ethical dilemma (U) (Co1)
- 4) Whistle Blowing (U) (Co2)
- 5) Corporate Governance (U) (Co4)